



2012 UTAH TOURISM CONFERENCE AGENDA

May 15-17, 2012 - Utah Valley Convention Center - Provo, Utah



Agenda subject to change

TUESDAY, MAY 15

*The pre-conference meetings on Tuesday are individual organization's planning and board meetings.
DMOs and marketing groups are encouraged to attend the Working Together Session.*

8:30 am	Guided Sundance hike by Outdoor Utah – Meet in Provo Marriott lobby
9:00 – 10:45 am	Utah Office of Tourism Marketing Committee Meeting – Board Room
11:00 am – 12:00 pm	Utah Office of Tourism Cooperative Marketing Presentation – Cascade D Learn how to successfully apply for 2012 out-of-state matching marketing money from the Utah Cooperative Marketing Program.
11:00 am – 1:00 pm	Utah Hotel and Lodging Association Board Meeting – Board Room
11:30 am – 12:45 pm	Utah State Scenic Byway Committee Meeting – Soldier Creek
12:00 – 5:00 pm	Registration Open – 2 nd Floor Lobby
1:00 – 2:30 pm	Working Together Session: DMO marketing plan share – Cascade C
1:00 – 5:00 pm	UTIC's 2 nd Annual Silent Auction Opens – Ballroom B
1:00 – 5:00 pm	Exhibitor Move-in – Ballrooms B&C
2:30 – 3:45 pm	Utah Tourism Industry Coalition Membership Annual Meeting – Cascade E
4:00 – 5:30 pm	Utah Office of Tourism Board Meeting – Cascade C
6:00 – 7:30 pm	Opening Reception hosted by Utah Valley Convention & Visitors Bureau and Provo Marriott Hotel – Timpanogos Terrace

WEDNESDAY, MAY 16

7:30 am – 5:00 pm	Registration – 2 nd Floor Lobby
7:30 – 8:30 am	Continental Breakfast sponsored by St. George Convention & Tourism Office - Ballroom B&C
8:30 – 10:00 am	Welcome by Joel Racker – President, Utah Valley CVB and Provo Mayor John Curtis Opening General Session “Tourism Trends & Tactics” – Ballroom B&C – From Social Media to Traditional Advertising, from Customer Service to facility design, audiences will come away with ideas that they can begin to implement within the week, such as: How to make the feeling of Time Poverty work in your favor; matching media messages and vehicles with the generations that use them; developing experiences, products and marketing messages that are relevant; and how to integrate new communications strategies into your marketing mix Bill Geist, Zeitgeist Consulting

10:00 am – 10:30 am	Break sponsored by Moab Area Travel Council
10:30 –11:45 am	Concurrent Workshops
	<p>Breakout # 1 “Elevating Your Media Efforts” – Cascade E</p> <p>Join a roundtable discussion with Lou Hammond & Associates and learn how you can be a part of the domestic PR efforts with the Utah Office of Tourism.</p> <p>Lou Hammond – Lou Hammond & Associates Alicia Rainbolt – Lou Hammond & Associates Clayton Scrivner – Utah Office of Tourism</p>
	<p>Breakout # 2 “Utah on the World Stage” – Cascade D</p> <p>Join this international session for updates on UOT’s worldwide programs in highlighting the United Kingdom, Germany, and emerging markets. We will discuss key messaging techniques to entice the international visitor and review actions and plans for introducing Utah to the international arena.</p> <p>Kathrin Berns – Get It Across Marketing & PR, Germany Dana Brockway – Adventure Media Carolyn Corfield-Rose – Core Communication, U.K. Patricia Denny – Utah Office of Tourism Cicily Kind Howell – Utah Office of Tourism</p>
	<p>Breakout # 3 “Staying Relevant in Turbulent Times” – Cascade C</p> <p>Is your Organization, Business or Industry understood and valued by your community leaders, elected officials and local citizens? How do you respond in this current climate of class warfare, threatened budgets and critics who have agendas other than tourism-generated economic impact? Destination Marketing advocate Bill Geist shares communication strategies and case studies from around the country to help you build the respect that you deserve from your elected officials and community leaders such as: Ways to connect the dots between visitors and quality of life, examples of how hospitality organizations and businesses have become bigger than tourism, and opportunities to use political campaigns to your advantage</p> <p>Bill Geist – Zeitgeist Consulting Sponsored by Top of Utah</p>
11:45 am – 1:00 pm	<p>Lunch sponsored by Zions Bank – Ballrooms B&C</p> <p>Remarks by Governor Gary R. Herbert</p> <p>Legislative Update with Des Barker – Des Barker Associates, Inc.</p>
1:00 – 1:45 pm	<p>General Session “Utah Sports Commission: The State of the Sport” – Ballrooms B&C</p> <p>The impact of sporting events in Utah.</p> <p>Jeff Robbins – Utah Sports Commission Sponsored by Utah Sports Commission</p>
2:00 – 3:15 pm	Concurrent Workshops
	<p>Breakout # 4 “Partners in Profits” – Cascade E</p> <p>Working with the international markets can be complicated. This session is designed to help you understand the sequence of events that takes place before guest visit your property or attraction. Know the partners you have to assist you in bringing marketing to the international traveler, including how to work with the receptive operator, a valuable key in the chain of events. What are receptive operators vs a tour operators, the rate structure you should look be looking at to work with this market. How to get your share of what was the top industry for offering a budget surplus to the USA Economy for 2011!</p> <p>Gary Schluter – Rocky Mountain Holiday Tours Sponsored by San Juan County Economic Development and Tourism</p>

Breakout # 5 “The Tour of Utah” – Cascade D

America’s toughest stage race & how it benefits Utah communities.

Steve Miller – LHM Enterprises

Jeff Robbins – Utah Sports Commission

Breakout # 6 “Legislative 101” – Soldier Creek

This session will help tourism professionals develop a more comprehensive knowledge of the legislative process.

Nan Anderson – Utah Tourism Industry Coalition

Des Barker Des Barker Associates

Barbara Riddle – Davis Area CVB

Sara Toliver – Ogden/Weber Convention Visitors Bureau

3:15 – 3:45 pm

Break sponsored by Meetings West/Meetings Focus

3:45 – 5:00 pm

Concurrent Workshops

Breakout # 7 “CEO/Executive Directors Roundtable” – Board Room

This roundtable is for any CEO, Executive Director, or Tourism Director looking to share and learn from their colleagues. It is an opportunity for interactive discussion to receive support and ideas as well as share successes and best practices. Discussion topics will be up to the participants, but may include: Working with your Board of Directors, how to effectively target visitors, how to manage the requests for comps/sponsorships from meeting planners, funding sources, staffing, and operations.

Steve Densley, moderator – Utah Valley Chamber of Commerce

Breakout #8 “Marketing Roundtable” – Cascade E

This will be an interactive discussion amongst those who have any roles or responsibilities of marketing for their organization. Do you participate in print? Have you moved more to online? How are you managing your keyword search? How about TV? Radio? Social Media? How do I measure ROI? All of these are questions that may be addressed during this roundtable – it’s up to you!

Jeff Sheets, moderator – Brigham Young University

Breakout # 9 “Group Sales Roundtable” – Cascade C

Bring your questions about marketing to and servicing tour groups. There will be information on what tour operators want to see and what information they need in your marketing materials. We will discuss various direct sales methods, email marketing, trade show participation, your web site, services, marketing timing, and any other subjects that will help you bring in tour business.

Keith Griffall, moderator – Western Leisure

Breakout #10 “Communications Roundtable” – Soldier Creek

The Communications Round Table will explore topics of interest from participants. Come share and learn with others and the facilitator at this session. Be ready with actual on-the-job experiences, garner next steps and if you’re learning the ropes listen in for great tips to becoming more effective in your communications role. If you’re responsible for public relations, social media, working with the media and partners this is a Round Table you’ll want to consider.

Susan Walton, moderator – Brigham Young University

5:15 – 5:45 pm

DMO Brochure Exchange – 200 South University Avenue parking lot

Evening

Enjoy Dinner on your own.

THURSDAY, MAY 17

7:30 – 8:30 am

Continental Breakfast sponsored by Salt Lake City International Airport, Ski Utah, and Visit Salt Lake – Ballrooms B&C

Utah Valley Presentation by Joel Racker – Utah Valley Convention & Visitors Bureau

Tourism Advertising/Marketing Awards presented by Jeff Sheets and Rebecca Katz

8:30 – 9:30 am

General Session “The Up- and Downside of Social Media” – Ballrooms B&C

It seems like social media is not only everywhere but is also offered as the solution to almost any marketing problem. And the hype is not without merit – if done right social media can be a great marketing and communications tool, especially for smaller businesses. But there are also downsides: social media can take a lot of time, it is hard to measure results and there are many legal pitfalls. This session will highlight some of the biggest social media mistakes big brands have done (so you can avoid the same mistakes) and also show how you can optimize your social media presence for best results with limited resources.

Martin Stoll – Sparkloft

Sponsored by Park City Chamber Bureau

9:30 – 10:00 am

Break sponsored by Orbitz

10:00 – 11:15 am

Concurrent Workshops

Breakout #11 “Facebook Tips & Tricks” – Cascade D

Facebook is the social media platform that offers the biggest opportunities to travel and tourism marketers. This breakout session will give an overview of the most used marketing tools like Facebook ads, Facebook Insights, Facebook contests or Facebook tabs and offer hands-on tips you can start implementing immediately. In addition you will learn simple tricks to create content that will significantly increase engagement on your Facebook page. No matter if you are a hotel focused on bookings or a destination tasked to inspire travelers to visit – Facebook has tools you will Like.

Martin Stoll – Sparkloft

Sponsored by Park City Chamber/Bureau

Breakout #12 “Promoting the Economic Benefits of Conservation-minded ATV Use on Utah's Public Lands” – Cascade C

This session will provide some historical background on ATV use in Utah, and will focus on the successes of increased ATV use on local tourism, as well as the natural resource impacts and management challenges. The session will have experts specifically highlighting the Paiute ATV Trail and the Little Sahara OHV areas. Other panelists will describe the economic benefits surrounding OHV use, including events such as the Fillmore Jamboree and the Easter Jeep Safari in Moab. Finally, some panelists will share perspectives and challenges around managing the public lands where OHV use occurs, emphasizing the importance of environmental stewardship and how it is linked with making Utah a sustainable, desirable tourist destination and economic engine.

Martina Barnes – U.S. Forest Service

Steve Burr – Utah State University

Marian DeLay – Moab Area Travel Council

Fred Hayes – Utah State Parks

Max Reid – U.S. Forest Service Volunteer

Sherry Shepard – Sand Rock RidgeRiders ATV Club

Camm Stephenson – Bureau of Land Management

Frank White – ATK

Breakout #13 "Utah Office of Tourism Cooperative Marketing" – Cascade E

Learn how to successfully apply for 2012 out-of-state matching marketing money from the Utah Cooperative Marketing Program.

Kelly Day – Utah Office of Tourism

David Williams – Utah Office of Tourism

11:15 – 11:45 am	Break sponsored by Cedar City/Brian Head Tourism Bureau – North PFL
11:45 – 12:45 pm	<p>General Session "Brand USA" – Ballrooms B&C</p> <p>Two years ago, the Travel Promotion Act was signed, creating a new non-profit organization called Brand USA. Finally, our country has an organization to pitch America as a travel destination! Learn how the Brand USA cooperative marketing program can benefit the Utah's tourism industry.</p> <p>Bryan Lewis – Brand USA</p> <p>Diane Shoher – Wyoming Office of Tourism</p>
12:45 am – 2:15 pm	<p>Closing Lunch sponsored by Struck, Love Communications, Temple Square Hospitality, and Temple Square Visitor Activities – Ballrooms B&C</p> <p>Utah Tourism Industry Coalition Update by Nathan Rafferty</p> <p>Tourism Hall of Fame Awards Presentation by Nathan Rafferty</p> <p>Utah Office of Tourism Year in Review by Leigh von der Esch</p> <p>Prize Give-Away (must be present to win)</p> <p>2012 Utah Tourism Conference Announcement</p>
2:15 pm	Silent Auction winners – claim and pay for items at the registration desk